



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

1200 New Jersey Avenue SE  
Washington, DC 20590

April 20, 2023

Manuel Dominguez  
Regulatory Engineer  
3M Transportation Safety Division  
3M Center  
0235-03-A-09  
Maplewood, MN 55144

NEF-107KL  
23E-033

**Subject:** Inadequately Reflective Conspicuity Tape/FMVSS 108

Dear Manuel Dominguez:

This letter serves to acknowledge 3M Transportation Safety Division's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

**Makes/Models/Model Years:**

3M/CONSPICUITY TAPE/9999

**Mfr's Report Date:** April 17, 2023

**NHTSA Campaign Number:** 23E-033

**Components:**

EQUIPMENT  
EXTERIOR LIGHTING

**Potential Number of Units Affected:** 244

**Problem Description:**

3M Transportation Safety Division (3M) is recalling certain Flexible Prismatic Conspicuity Tape, Series 913-72 retroreflective sheeting, with part number 913-72 (red) and lot number DG23732. The conspicuity tape may not be adequately reflective at certain angles. As such, this equipment fails to comply with the requirements of Federal Motor Vehicle Safety Standard number 108, "Lamps, Reflective Devices, and Associated Equipment."

**Consequence:**

Conspicuity tape that is not adequately reflective can reduce vehicle visibility, increasing the risk of a crash.

**Remedy:**

3M will work with the distributors to replace the reflective sheeting, free of charge. Owners were notified February 28, 2023. Owners may contact 3M customer service at 1-651-461-2637.

**Notes:**

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to [www.nhtsa.gov](http://www.nhtsa.gov).



Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 573.7, submission of the first of eight consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

3M Transportation Safety Division's contact for this recall will be Kristin Lepper who may be reached by email at [kristin.lepper@dot.gov](mailto:kristin.lepper@dot.gov). We look forward to working with you.

Sincerely,



Alex Ansley  
Chief, Recall Management Division  
Office of Defects Investigation  
Enforcement